



Hawai'i Tourism Oceania

HAWAII TOURISM OCEANIA NEWSLETTER – July 2004

Aloha, Kia Ora, G'day !

The good news continues to flow from Oceania as we catch our breath after a frantic month of promotions and PR. We are sure that you will all love the results.

To follow is a summary of major events and upcoming activities.

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Nb, This newsletter is best read in html version which will enable you to go directly to the preferred article by clicking on the headline.

QUOTES OF THE MONTH

"Hawaii is hot again, and never more so than for families looking for sun, sand and the warmest welcome you'll ever receive this side of Disneyland!"
Luxury Traveller Magazine, Australia

"Hawaii is the place to be at the moment. I just haven't seen this interest for years."
Anne Van Dyke, New Zealand travel writer and radio travel commentator

MAJOR NEWS - AUSTRALIA

'Aloha Down Under' an enormous success!

Aloha Down Under took place in Australia from 31st May – 4th June. HTO, with support from Hawaiian Airlines, organised a week of training activities in Sydney, Melbourne and Brisbane. Twenty Three (23) Hawaiian Suppliers joined the roadshow, 13 Hawaii based suppliers and 10 Australian based representatives. HTO were overwhelmed with the level of interest from the travel trade. Agent numbers in Sydney and Melbourne were increased to address the level of demand. Over 800 agents were trained on all there is to see and do in Hawaii! The second phase of this training initiative involves the agents experiencing the destination first hand with Hawaiian airlines giving away over 600 reduced fare tickets to the agents. Thanks also to our Hawaiian partners for their generosity in providing accommodation and attraction prizes and discounts.

Pictured below, Brisbane major prize winner (centre) is congratulated by (left to



right) HTO's Gemma O'Brien and Helen Williams, HA's Scott Cammell and KVB's Sue Kanoho



A week of Sunrise in Hawaii!

Aussies woke up to a week of Sunrise's from Hawaii during the Channel 7 live broadcast from 28th June – 2nd July. The Sunrise crew filmed live from various locations on Oahu and showed a number of segments that also gave great coverage to the neighbour islands. This is the second time that Sunrise has broadcasted live from an international location with Las Vegas hosting them last year. Ratings for the week went through the roof and coupled with a great deal with Qantas and Starwood hotels and resorts, Jetset/Travelworld reported that they had taken over 60% more bookings than they had during the Vegas promotion.

A snapshot from one of the several promotional pieces features below. For more coverage [click here](#)

Aloha Hawaii!

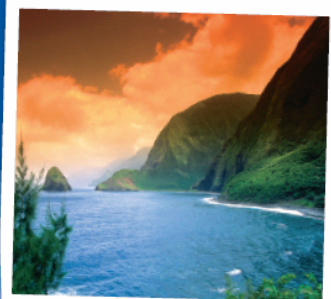
**WATCH 'SUNRISE' FROM THE
28TH JUNE TO 2ND JULY FOR A
SPECIAL AIRFARE TO HAWAII!**



The Green Room



Hawaiian hula



Unreal surroundings

Editorial explosion!

Hawaii enjoyed a plethora of coverage during June with an 8 page feature in International Golf Leisure and Lifestyle magazine – showcasing Kapalua resort Maui and Princeville resort Kauai. Hawaii was also featured on Radio 2UE – one of the major talk back programs. It aired a 10-minute interview with a well-known magazine travel writer who spoke mostly about the Island of Lanai.

MAJOR NEWS - NEW ZEALAND

Month of Lei – it just keeps getting better !

The Month of May, Month of Lei promotion certainly appeared to be a great success. As a follow up, HTO New Zealand has been visiting our trade partners to obtain their figures and overall views of the promotion and the year thus far. And it has been all positive, cementing the Month of Lei concept into the New Zealand annual calendar. So keep this in mind for 2005!

Here are some results of note:

Escape Holidays: Room nights up 65%; Ave Length of Stay doubled !

Gullivers Pacific: YTD up 15%

Travelplan Holidays: YTD up 26%

And no, these positive results were not in response to beautiful Month of Lei Mahalo cakes presented by the HTO to the wholesale reservations teams ! (see below)



To view a summary of the excellent coverage generated by "The Month of Lei", just [click here](#)

Trade Training & Shows

It was a good month for training and retail agency partnerships with in-house training completed for Flight Centre staff, plus a joint consumer show with House of Travel Christchurch for 80 of their clients.

Wholesaler Mid Year Discussions

Mid year discussions have begun with the key sellers of Hawaii product, including Wholesale product Managers and Airlines. This is aimed at obtaining a review of the year to date, plus discussing plans for the remainder of the year and beyond.

UPCOMING EVENTS AUSTRALIA

Creative Holidays Mega Fam – Creative Holidays in conjunction with Hawaiian Airlines and HTO are bringing 40 travel agents to Hawaii to experience the destination.

Creative Holidays VIP Retail heads famil – Creative Holidays and Hawaiian Airlines are sending 8 of the key decision makers from Australia's retail chains to Hawaii in July. HTO are hosting the group on the Saturday night of their stay.

The Great Outdoors – Australia's number one travel show The Great Outdoors, will be broadcasting 4 stories that it recently filmed on the Big Island and Kauai. Stories featured Volcano's National Park, Parker Ranch and the Fairmont Orchid on the Big Island and Back Country adventures on Kauai.

UPCOMING EVENTS NEW ZEALAND

August / September

Air NZ Visit - HTO will be taking Air New Zealand's International Product Manager to Hawaii to meet key industry players and discuss possibilities of increasing frequency between New Zealand and Hawaii

Sojourney Travel Magazine Feature – HTO is contributing to a special feature on Hawaii in this consumer travel magazine.

October

“Taste Hawaii” Screening – Television New Zealand’s top rating lifestyle program will screen a special edition on Hawaii. This follows the HTO assisted filming in Hawaii earlier this year.

Press Trip – HTO organised press trip, exact dates to be advised

November

Travel Agent’s Fam – HTO organised ‘Top Producer’ fam, exact dates to be advised

MAHALOS OF THE MONTH

A very big Mahalo goes to all of the Island Chapters who assisted us with the Sunrise broadcast, during what was a very busy time for them! A special thanks goes to Lisa Mock from Oahu Visitors Bureau for going the extra mile and really making the live broadcast a special event!

Thanks also to the 23 Hawaiian suppliers who joined us in Australia in June for Aloha Down Under. We enjoyed your company and being able to assist you with introductions and opportunities! We look forward to seeing you back here in 2005!

Thank you to all the HCVB members who provided HTO with industry discounts for any travel agents coming to Hawaii on the Aloha Down Under airfare. It was great to see such great interest and support for this market!

And mahalo to Hilo Hatties for loaning us the Giant ALOHA shirt - it was huge hit!

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